



Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

April 20, 2023 12:00 – 1:30 pm

Attendees: Chair Christine Turner, Vice Chair Brian Rosenthal, Paul Fidrych, Sean Findon, David Sideras, Karl Fenstermaker, Andrew LaFrenz, Casey Garrett, Wela Negelspach, Josh Koch, Patty Hawkins, Rand Brown, Heidi Ralls, Jeff Weiss, N.J. Johnson, Laurie Oliver Joseph, Isaac Butman, Sierra Trass, Mayor Joe Backus, JJ Duehren, Jaimee Adams, Jen Parrall, Joel Haugen, Marisa Jacobs

Absent: George Hafemann

1. CALL TO ORDER

The meeting was called to order at 12:00 PM by Chair Christine Turner.

1.1 Meeting Agenda

Vice Chair Brian Rosenthal made a motion to approve the April 20, 2023 agenda with an amendment that would switch items 2.4 and 2.5 in the order they are discussed. David seconded. The motion passed unanimously.

1.2 Meeting Minutes

David made a motion to approve the March 16, 2023 meeting minutes. Vice Chair Brian Rosenthal seconded. The motion passed unanimously.

1.3 Public comment

JJ: My name's JJ Duehren. I'm the Vice Chair of the Scappoose Parks Committee and grand puba of our fantastic Earth Day with Jeff who I couldn't do it without. That is coming up on Saturday. We have had such a tremendous response from the community. Grocery Outlet, bless your soul, are donating hot dogs and burgers. Everything's free that day. We're going to be doing a soft cleanup starting at 8:00 am. Fred Meyer is donating all of the breakfast goodies. Starbucks is donating fabulous coffee because I like good coffee; I don't know about the rest of you. Good coffee's important. That will be going from 8:00 am to 10:30. We are grateful that the Scappoose Police Department is going to be keeping our trash pickup cleaners safe on Highway 30, so they will be in force helping out with that. We are starting our amazing event at 11:00 am on Saturday. Oh and let me tell you, it's off the hook. We're giving away not one but two electric bikes. We are giving away a ridiculous amount of swag. PCC is one of our major sponsors; we are so grateful to have them on board. They have been such an asset to our community and now to this amazing event. They are going to be participating in a number of things including our green Tech Talks. We have experts from around the county talking about different varieties of ways to go green and save green. We have free live music so we'll have the fabulous Library Ukulele Group kicking us off, which should be interesting. The Decades are going to be performing, which they also donated all of their time for. We have free pizza from Fultano's. Community Club is going to be selling drinks because somebody's gotta make a buck in this deal. The Watt's House, who I initially said they were going to be selling lemonade, because they want to help out our community are doing it for free as well. We are anticipating



SCAPPOOSE
Oregon

hundreds of people to show up. Much like our very successful Movies in the Park, which generate 400-500 people an event, we are anticipating an excess of 600. Three years ago, I reached out to a company called Tesla and asked them if they would be able to put superchargers in Scappoose. They said no so after a year of calling them, they agreed to come down.

Chair Christine Turner: Persistent.

JJ: I know. Those of you who know me know how this works. And then I assumed they were going to come down and tell us how they couldn't do it and then they announced that not only were they going to do it but they were going to be implementing new technology that they had developed which involved actually prefabbing superchargers on a concrete pad, thus minimizing the set of time and making it super efficient. So we are getting four superchargers right here in Scappoose in the heart of this business district, which should benefit a lot of local businesses because people have to spend 20-30 minutes charging their car and I'm sure there are a lot of shops around here that will be grateful for that. We also cannot begin to thank Columbia River PUD, who without them, this would have never happened. Mike Sykes, who was an exceptional city manager here, is an even better CEO at Columbia River PUD. He has basically shepherded this whole thing through at no cost of taxpayer dollars by the way and the only skin in the game we have in this is to try to make our community better, as all the people do. So those of you who are participating, we thank you so much for your generous, unselfish help. Those of you who are not, you can still show up for the free food and pick up trash, which we would all appreciate in our community. And then I just also wanted to give a special shoutout to Paul, who was kind enough to do this design for our bag because he's amazing at branding as am I and I do know what I'm talking about. We have postcards because we have our stuff together. Postcards we're giving out but with over 15,000 hitting Facebook. Thanks to Jeff and all of our other hard volunteers, we're going to be kicking butt. So if you want to see how events are done, I suggest you show up Saturday. Thank you. Any questions?

Chair Christine Turner: You may have said this. Do you have vendor booths?

JJ: Oh yes we do. We have the Chamber of Commerce, who's going to be doing free facepainting for kids. We have CenturyLink, who is also Quantum Link. Melissa Ives, who's a friend of mine from my ratio Portland days. I used to own radio stations by the way. Anyway, her father, Victor Ives, is a legend in Portland having bought and run KEX initially; he's amazing. So his daughter's great; she's now heading up promotions at CenturyLink and Quantum and they are going to be doing free caricature paintings for folks. We have Means Nursery giving us a buttload of plants. Will we have some cards from Grocery Outlet?

Sean: Flyers, yes. I think a big round of applause for Sean for helping us out.

The room gave Sean a round of applause.

JJ: Feed the city and make the planet better! Oh and talk about electric cars. We have three Teslas, including our former Mayor Scott Burge's beautiful black Tesla. Our Ford dealership is going to be bringing in a Mach 3 from the new Mustang. And then of course two hybrid Jeeps



that have plugins; they're going to have giveaways as well. Barlow Bikes - Paul, my very good friend at Barlow Bikes; he's also on St. Helens Parks - he is going to be bringing in electric bikes and doing a Tech Talk on electric bikes. And of course, PUD's gonna be talking about all the great rebates because really doing the right thing can save you money and make you feel good. We're here to make you feel good and if you wanna feel good, it's all happening on Saturday.

Chair Christine Turner: JJ, how much was this event?

JJ: Free! It's all free. You want to ask me how much City of Scappoose gave me? Nothing!

Chair Christine Turner: You know what I think this means? You have Adventure Fest in your future.

JJ: We'll have that conversation.

2. NEW BUSINESS

2.1 Welcome Karl Fenstermaker!

Chair Christine Turner: We have Karl, our newest committee member. So normally we would introduce ourselves, but you've kind of been here. You kind of know us we don't all know you so grab the microphone and give us Karl 101.

Karl: Karl 101. My background is very much in engineering and construction, so mechanical engineering. I've worked as a consultant for about 10 years. Last 10 years have been more on the construction side. I worked for a mechanical contractor that specializes in high tech industrial kind of facilities, a few hotels in downtown Portland we've designed and built. I've been involved and engaged in the building community with developers, general contractors, working with cities for code compliance for all the different things we have to do for building, so that's my background. We've lived in Scappoose for eight years and pretty much love it. Haven't done anything to actually engage with the community and just kind of take an advantage of everything that's been here and realized that I wanted to get involved a little bit and just saw an opportunity for a different perspective here on this council and making sure we're headed the city right direction. 2 kids want to make sure - 11 and 5 - that they've got a great city to live in. Anyway, thank you.

Chair Christine Turner: Welcome. Thank you so much for sitting with us, being on our committee, and participating. I let him know the conditions.

2.2 Hotel in Scappoose

Chair Christine Turner: A lot has happened on my little hotel project since we met last. On the 31st we had a meeting with County Commissioners, Betsy Johnson, Paul Vogel from Columbia Economic Team, PCC, Rand, Joe was there in spirit; he wrote a lovely letter for the meeting. Before Choice Hotels had come on that Friday, I was able to take them to four different properties in Scappoose. They had already toured the town so it was very, very good that they were able to hear everybody's input - everybody who had skin in the game to hear what we as the city needed and are we worthy of a hotel? And I think that this meeting, I mean even Tyler Miller said, you know, before going into this meeting, he's like, "We don't need a hotel." But



after the meeting he was like “Oh, we totally need a hotel with OMIC and what's happening with that as far as the partnerships with education, the new additive building, all of that kind of stuff. So it was very, very good. I'd also met with Wyndham Hotel earlier that week with Angela Rowe from Windham and she was also very excited about this. We had a meeting with County and City on the Tuesday before and I talked to John Welsh, who is city manager for City of St. Helens. And he said, “Hey, I understand you're doing the hotel so I was able to take both hotel people to St. Helens also.” So it was a win-win. So now I am no longer managing the hotel project. Now Paul Vogel has taken over the hotel project and I've given most of everybody the kind of update that he provided. So the next step is to get a feasibility study. The developer has put out requirements. They wanna do their own testing of the market and again, speaking to OMIC and seeing what opportunities that we have in the future, seeing if we're again worthy of that hotel. But it's moving forward. So I think deadline according to this page study completed by September 2023. And they said once the decision is made, it's about 22 months for a hotel if all thing goes well. So if any questions, ask. Otherwise, we are going to move on to Miss Sierra.

2.3 Keep it Local Columbia County Website

Sierra: Hi, everybody. My name is Sierra Trass and I am the Director of Keep it Local Columbia County, a program that promotes people to shop, taste, play and choose local first here in Columbia County. We were actually an organization created back in 2016 and that was because there was a lot of stats going around about the community rate in Columbia County. As we know, 73% of people that live in Columbia County work outside the county. So almost three out of four people every day leave the county. That's a lot of local commerce leaking from our community and so that's why we were created, to recapture that local commerce. And so since then, we've done a lot of programming, we've created online directory back then and that's what I'll be speaking on today. Additionally, we do seasonal campaigns. If you've ever seen the Wonderland card that gets stamps for shopping local during the holidays. Last year we brought in \$559,000 of local spending in Columbia County through that. And then we also have our social media page that points to local businesses in the community. So that's a little bit about us if you haven't heard of our program. Organizationally to know too, is that we're part of the Columbia Economic Team so Paul is my boss and I report to him. And additionally our sister organization is the Columbia County Small Business Development Center so I work very closely with Jason Moon there and we coordinate on programming. For example, we did a fall and a winter series on marketing and we're teaching people for free marketing assets and a lot of businesses love that. I think over 90 businesses in the county participated to learn how to do social media and branding and everything. So that's a little bit about what we do. But the exciting news I have to share today is that we've been working for the last year on developing a brand new directory of local businesses in the county. So this is what that looks like.

NJ screen shared <http://www.keepitlocalcc.com>. The screen cast, including Sierra's navigation of the website, can be viewed on the [YouTube video for this meeting from minute 15:01 to 27:02](#).

Sierra: If you go to www.keepitlocalcc.com, you'll find this website and it's a directory of local businesses and events in Columbia County. As you scroll down, you can search by category. Let's say you're looking for food, you can go in and see what breakfast options, food trucks, and specialty food shops there are. Services are the most robust if you want to find your local contractors, landscapers, or somebody that does marketing and branding for you, you can go into each of those categories or you can search by keyword up here in the search bar, which also ex



SCAPPOOSE
Oregon

ists when you click on these buttons. We also have an event where you can search additionally by categories right here for events. As you scroll down on the home page, these are featured businesses, which is an option. Any business or organizations in Columbia County can add themselves onto our directory for free and then there's option to do paid offerings. But we wanna make this successful to the community and so that's why we advertise that as the largest directory in the county. This is the events calendar. You can see new listings added here, a little bit about us, our sponsors that helped to make this possible, and then news. I'll just show an example of a little bit of what a business directory looks like. If I go up here to the directories and listings, then you can click on any one of these, so it's Smith Landscape Architect, if you looked right there, it will show you their listing. And it tells a little bit of a bio of the business, where they're located. It also has the option for home businesses, which is one of the biggest benefits of this directory as well is that all those people that are out in the garage starting a business can actually add themselves on here and they don't necessarily always want to create a Google My Business listing, but that's why this directory is a really nice place that they at least they have some representation online. That's one of the biggest benefits is it's another free marketing tool for the community. And then you can start seeing a little bit about more information on them and where they fit on the map. So that's our directory. And then if you want to find events as well, you can find local events. Anytime there's an event that anybody in this room is throwing on or you know somebody throwing on an event, you can upload your event on here for free and then that will show up on our events calendar and then they'll start showing up right here. Right now, we've been working on populating it. I think I have around 150 listings and there are 300 more I need to review and publish. Our goal is to get to 700 by the end of June and then by the end of the year, I'd like to get closer to 75% of all Columbia County's businesses and organizations on here. This has been made possible by grants. We had Business Oregon as our largest backer and they gave money to support this directory and those classes I mentioned earlier. Also, the Columbia River PUD and the Johnson Samuel Foundation also gave money through the Betsey Johnson Foundation. Those are the biggest things to know. The things that I would love if the city can support us on is helping get the word out about this so that businesses and the community can add themselves onto the directory. Additionally, if you ever have events or you know, people like earlier today presenting on an event, encouraging them to add themselves onto this directory would be wonderful. And then also just anybody in the room taking advantage of this resource; it's really to help people find local and it's sometimes difficult to know what our local businesses are. So this is kind of that tool to just point everybody to one spot and have a place where you can find a local contractor, accountant, or any kind of business, you can point them here and they'll be able to explore their options and see. And so yeah, that's a little bit about the new website. Any questions on it?

NJ: Could you point people to where they can create a listing?

Sierra: Oh yes. So if you go up here to "Get Started", you can click right here and just learn a little bit about the process. So, you first created account. You can explore our bundle options, which of course every listening you can have for free, and then you can just click here and add. And then you'll create an account. When you do that, it will automatically take you to a page that you can start adding your listings. So pretty easy, just e-mail and password.

Chair Christine Turner: What's the difference in the paid versus the freebie?



Sierra: The free option offers free event, directory, and app listings. The other news I have to share today is that we're developing an app. Basically, you get to be on the directory for free and then the benefits of being on the directories. It's another place to be found on a Google search. Our website is highly SEO - search engine optimized. If you do the paid offerings, that allows you to do a little bit more.

Chair Christine Turner: What if I paid \$1,250? Let's just go to the big one.

Sierra: Yes, that's a sponsorship opportunity and so sponsors get to be on the bottom of the site with their logos show right here. Additionally, sponsors get to be represented in our holiday campaign, get free advantages with our other kinds of programming, take advantage of the app. We've launched that and then basically all the benefits. Oftentimes, sponsors get recognition; basically everything we do, sponsors recognized for it.

Chair Christine Turner: So there's an app for that?

Sierra: The app is the new thing; that's the other update I have. We actually got a grant also through Business Oregon and we're gonna be developing an app for Columbia County. Basically any business that adds himself onto this directory or organization that adds themselves onto this directory will automatically be populated in the app. So even more reason to add yourself on the site and the app is that place to find local businesses on your phone. And so instead of just having the website, it will automatically streamline these listings in the app. Then you can see basically these same fields. Additionally, new categories we're gonna add on to the app is the ability to find local coupons and deals from businesses in the community. A resources page that would point to the SBDC, Chambers, all the community resources we have in the town so that people can be become aware of those resources. Then something that I'm excited for is a passport program. It has the ability to do passports where if you go physically into a building, it uses your geolocation to confirm you're there. Boom, ping, and then you can actually confirm and then you do enable trail or there's a lot of different ways you could do these kind of passport programs.

Chair Christine Turner: Like the McMenamins one?

Sierra: Yeah.

Chair Christine Turner: Like there's a beer at the end?

Sierra: That would be nice. Yes, I would love to do an ale trail and eventually a farmer's trail as well so then all our local people can go to the farm stands during the summer. And so that's also another collaboration opportunity. Our program's highly collaborative. So if there's ever a community organization that wanted to do take advantage of that, I'm happy to partner and make these community resources and passport programs together.

Karl: Are the apps ready or in development?

Sierra: In development. We just got the money for it and so the goal is to launch that by the end of June.

Jeff: But it looks like the websites are optimized for phones.



SCAPPOOSE

Oregon

Sierra: Yes and the nice thing about an app is that it will basically be a continual place that people can refer to instead of finding the website. And then one of the other biggest benefits I'm excited for is notification system. So now anybody that has the app can get notified as you see on phone notification systems and then say we have a new business in Scappoose. I could actually push out a notification that says, "Hey, this new business just opened in Scappoose." Everyone that has the app would get that ping on their phone.

Chair Christine Turner: How do you edit? Like if there's somebody trying to have an event... like a not appropriate, funny event.

Sierra: Everything's approved by me first before it publishes.

Christine: I, as a business owner, I did get your email saying update your directory listing but it suggested in that email that there was an old directory and it populated into this new directory. Is that the case or is it everybody has to put in their own stuff?

Sierra: Listings right now are being transferred over that were on the previous site. And so that's when I mentioned the 300 and still going through and approving and updating. But I encourage all businesses to make that listing for themselves or wait until I get through that and then I'll email and claim that listing so then you can edit it more and take ownership of it. Kind of like Google My Business, if you've ever seen in the business, the website offers that same thing.

Jeff: If I've gone ahead and created a new listing and wouldn't replace it with the old.

Sierra: I would just delete the old one and sometimes it's nicer to just for speed sake cause it takes a while to go through all the listings and then you have that ownership and I didn't have to create it for you.

Chair Christine Turner: I think when I talked to Paul about this a couple of months ago, we talked about if there was a way for Susan to send something out.

NJ: We're working on that. We're trying to get either an email or snail mail mail merge to go to everyone and let them know about this.

Sierra: That'd be awesome, we would appreciate that. And I could send information around that too for wording.

NJ: That'd be great.

Chair Christine Turner: Thank you so much.

Sierra: I'm really excited to offer this resource to the community.

Chair Christine Turner: Yeah, I think it's really good because I only know of four restaurants so it's nice that there might be more.

Sierra: Yes, and definitely the entrepreneurial community, I'm excited for us discovering a little bit more of them through this site because I think a lot of businesses start an idea in a garage.

Chair Christine Turner: Sometimes we like to stay under the wire though.



Sierra: But they're popping up and then I've seen over my time - I've been in the position for almost two years now - and I've seen a business go from just an idea on the directory to now actually starting business storefronts in Rainier like Bernie's Delights.

Chair Christine Turner: Fantastic.

Sierra: One thing I also want to mention because I heard a little bit of conversation behind me around the upcoming spring election. I wanted to mention a resource is that on April 25th next week on Tuesday, 5:30 at the Rainier Senior Community Center, there's gonna be a Port candidate hearing. Anybody that's interested in hearing from the Port candidates themselves what their views are, what they want to do with the Port. I would encourage you to attend that event.

Chair Christine Turner: So that's in Rainier?

Sierra: Yes.

Chair Christine Turner: You should put on your events page.

Sierra: Yes, it's on my list of things to do. Thank you.

Chair Christine Turner: Is there a way we know when candidates are doing events?

Casey: It would be on their own campaign website.

Chair Christine Turner: Okay, I'm just curious. I've been to a few of them but I didn't know if there was a more collective way to hear about them.

2.4 Building a Branding RFP

Paul: This is a part 2 of the community branding presentation I did a couple months ago. It is a continuation so I'm not going to do a lot about what branding is because I did that in the first presentation.

NJ screen shared Paul's presentation slides. The screen cast, including Paul's presentation and the discussion that followed, can be viewed on the [YouTube video for this meeting from minute 27:48 to 1:18:41](#).

Paul: NJ gave me a bunch of questions after the presentation and I thought I would address some of these and just another discussion. I wanna make this a discussion, especially from staff because we had little interaction with staff last time and instead of NJ sending an email later, ask it now, because not just from me answering it but everybody else up here. While I will be presenting please, we are gonna discuss and interact a little bit. Community branding is an important tool for towns to attract visitors, businesses and investment, while fostering community, pride and engagement. Basically, as I said last time, who's our "customers"? If you're gonna look at branding around how corporations do it, there are residents, there are possible tourists, and businesses. This is really important. A strong brand will provide direction and help guide priorities to where the city plans to go. It's not just a logo, it's not just a slogan. The brand itself will actually direct what we feel are our priorities, where we'll spend money, and where hopefully the town will go. This is a blank page pretty much. Why? Well, this



SCAPPOOSE
Oregon

is kind of why we're here. I've talked many times about Scappoose and what we're about and a lot of blank stares, a lot of questions, a lot of unknowns. We tend to immediately go to slogans. Right now, our slogan is "small town, big community". The mayor came up last time, talked about family and how it's important. A lot of us have feelings about Scappoose; that's why we live here. Those things may not translate into a brand identity. They might be a core value or a principle, but to build a brand on some of these small things would be very difficult. Even saying we have a great community is a tough brand. It's really tough to brand around great community and make it that important for businesses, for tourists, for residents, etc. When you think about some of these attributes, they could be core values that can run through the entire brand, but they might not necessarily be the brand identity. Going back to one of the first questions that NJ sent to me, he said "What communities do you think are strong brand and how will you describe their brand?" Instead of just answering that question, I think we should look at it from the bigger picture. Let's look at successful brand themes. Instead of just saying that we think this town's kind of cool, it really comes down to about a dozen successful brand themes that are used for cities. When you say a city is a great brand for some reason, it usually fell within a dozen of these things. If you think about it for a second, we're not sitting in a room like we're about to start a brand and we don't know what to make or what to start; that's starting at zero. But we're actually a town already, so we have attributes and it's gonna cost money and resources to go certain directions that may not align with our attributes, and I'll give an example here. The actual brand themes have to align with Scappoose, have economic benefits, and have infrastructure requirements that make sense. Our great Mayor reached out to me and brought up Leavenworth, which is a pretty cool town if you guys have been there. They committed fully to a Bavarian village. So let's look at that from a case study aspect, shall we? This is one of the 12 successful brand themes that I found. There are similar villages who created themes around being a Bavarian village. We could become a Bavarian village, right? No.

Chair Christine Turner: Okay, good.

Paul: Does it make any sense for us? We're not sitting in a room starting from zero because we are already a town. This is actually more of a rebranding process and a Bavarian village does not align with Scappoose. The economic benefits of a Bavarian village are pretty good from tourism aspect. I think Leavenworth has done really well. Infrastructure requirements would be immense. For us to spend the money to become a Bavarian village would include all the buildings needing to be refaced to look like a Bavarian village. We need to create an outdoor area to have our Oktoberfest. We need to have an area where we could have our outside brewery festivals. It makes no sense at all unless others disagree, of course. I picked this one because it's quite obvious so that now we can go through and look at the other 11, because the other 11 start to get somewhere more interesting than others for Scappoose. We want the brand we go with to apply to Scappoose, have economic benefits, and have a reasonable cost to get there. The next one is cultural heritage. That would celebrate the town's history and traditions, such as native, pioneer, immigrant roots and highlighting landmarks, monuments, or festivals that reflect that heritage. Does that line with Scappoose? It kind of does with regards to our native history. When you look at the infrastructure requirements though, we don't have any standing amenities around this other than a few.

Chair Christine Turner: We have a totem pole here.

Isaac: The totem pole that's in Scappoose today is not the totem pole of the native tribe.



SCAPPOOSE
Oregon

Paul: So the infrastructure requirements would be quite large. We also don't have a great amount of people from that lineage that still live in Scappoose. The economic development benefits might be okay in terms of tourism but I think on this one, we'd have to say it's pretty low. I think that would be a tough one for us. Anyone agree or disagree? Let's discuss. The next is arts and crafts, so promoting the town's art scene and cultural events such as galleries, music performances, craft bearers, showcasing local artists and artisans. Think Santa Fe or Sedona.

Chair Christine Turner: They're not comparative.

Paul: Their theme is about art galleries; they've got an incredible culture around these things. How does that fit or aligned with Scappoose?

Chair Christine Turner: Is this the good time to bring up the Candle?

Paul: If you want.

Vice Chair Brian Rosenthal: I was looking at each of these individually. Is it considered dilution of your brand to try to combine two of these categories or is that a possibility?

Paul: We might get there. But at the same time, when we look at that we want to think about what it would cost us to do.

Vice Chair Brian Rosenthal: The reason why I'm asking is that I'm getting the feeling that we're not gonna fit into a neat little box.

Chair Christine Turner: I think we need to create a box; I think that's the idea.

Vice Chair Brian Rosenthal: Yeah, but a box may have different components.

Chair Christine Turner: It's a big box.

Paul: I feel that, and again we're open to discussion here, arts and crafts like how it fits Scappoose is pretty low. Economic benefits could be extremely high, but the infrastructure would be large and costly.

Chair Christine Turner: I think it goes back to previous presentations about trying to get more murals and more community and tourist attractions. It takes a lot of time and investment to make us arts and crafty.

Paul: The next one is food and drink.

Chair Christine Turner: I think we can just skip that one.

Paul: Okay. Many cities and towns are known for their food and drink. I'd have to say that's low. Next is music and entertainment. A lot of towns are known for their music venues, theater productions, film festivals. We've all probably been to some, like in Ashland.

Chair Christine Turner: Not here.

Paul: I'd say that's low. The next is outdoor recreation, emphasizing the town's natural resources such as lakes, mountains, trails, promoting outdoor activities, hiking, biking, or fishing. Does that fit Scappoose? Yeah. We are lucky enough to not be part of a complete urban center. We do have access to the water. We do have mountains around us. We have the CZ Trail, which is a



SCAPPOOSE
Oregon

hidden gem which Casey's been working on. Access to fishing, mountain biking, one of the best trail networks. And remember, what's only a couple miles outside of town should really be part of what we're about. From an economic benefit standpoint, definitely tourism, definitely livability if we were going to focus on this and use this as a brand theme. Would it promote businesses? Definitely with regards to restaurants and other things for people gonna come for the day for a hike.

Chair Christine Turner: This was something very much touched on when we were trying to sell our town for hotel.

Paul: And from a lifestyle aspect, while it might not directly bring large companies, if you create an emotional connection with someone, they may make that a bigger priority than, the best place to put their business. That's why I'm here. That one I'd say is highest on the list so far. The next is wellness and relaxation, so we're talking about spas, meditation, etc.

Chair Christine Turner: When I go to the city, it's so busy and I'm so thankful that I live in Scappoose because just because we don't have anything else to do, we do get wellness and relaxation.

Paul: The next one is family-friendly activities, which caters to families with children by promoting attractions, events, and facilities that are family-friendly, such as playgrounds, museums, or theaters.

Chair Christine Turner: We moved here for children. We moved here for that family friendly rural environment so I think that partnered with the outdoor rec.

Paul: There are some towns that make this a big, big part of what they're about, which basically means more investments in playgrounds and other type things. The next is education and learning, emphasizing the town's educational opportunities, such as schools, colleges, or workshops, and promoting a culture of learning and intellectual curiosity.

Chair Christine Turner: Patty, he's singing your song. You should chime in.

Patty: Absolutely. And I think that PCC OMIC Training Center has a unique opportunity to help the citizens of this community get training, develop skills, or change their career. And it's also an opportunity for the community to come in to our fab lab and really do some fun fabrication to sort of expose them to the idea.

Paul: This really gets at the next possible theme of technology, innovation, and entrepreneurship focusing on the town's technology sector and promoting innovation, entrepreneurialism, R&D, and small business development. This one seems kind of interesting, right?

Chair Christine Turner: Very valid, it's our future.

Paul: The economic benefits could be large with regards to bringing industry in for sure and also new people as well as residents being bettered. Infrastructure requirements, I mean we have some for sure. The next steps would be to determine if you're gonna call yourself "Innovation starts here: Scappoose, Oregon." You need to have a plan about what that means. We have some pieces in place, but do we have an entrepreneurship program? Do we have us a small



SCAPPOOSE
Oregon

business development center that has readymade 1,500-square foot facilities that that people can come into and start their business?

Chair Christine Turner: They're coming.

Paul: So this could be an interesting branding opportunity because there's other cities that brand around this and have been quite successful.

Chair Christine Turner: Knowing that this could be our future but I don't know that there are enough people who actually know what OMIC is in our tiny town to know that it's impactful yet so it would be difficult to brand and have a community get behind that when it's just not so much in the forefront.

Paul: That's going a little farther down the road but let's talk about it. You can't just drop on the community, for instance now we're the Innovation Center. Like Scappoose, innovation starts here. That's just not gonna work, right?

Chair Christine Turner: Right because they don't buy it.

Paul: But if our visioning was such that in the next 5, 10, and 15 years we're going to have a plan with our aspirational goals. This is what we are going to become all these things that we discuss with entrepreneurship and R&D and small business development and whatever. That story can be told. And then as that story is told, and if the citizens believe that that story is valid, that they believe will help their betterment as well, that they'll have job opportunities, that they'll have a cascading effect of small businesses doing better, then we can probably brand around it. If we just have OMIC and say that's our innovation and we're done, that would be very difficult. That's kind of the point to this: all this is a great start but then it really is about figuring out our must-have amenities to call ourselves to these things and what are our goals over the next 1, 3, 5, 15 years to get us there? Because if you can tell the story about where we're going and how we're going to create a better Scappoose through all these cool things and they can start understanding it and then they will get an emotional connection to your story. The story has to be backed by realism. You can't just say here's what we are. And this is why it's important about branding this like it's not just a logo, it's not just a slogan. It really will set the direction of the town and we have to commit to it because if we don't, then we are just a line word with a font and it will never be embraced; it will never go anywhere. So yes, it can happen with a lot of work.

Chair Christine Turner: My opinion is - and everyone else can share theirs - that it would be difficult again to get the entire township around technology, innovation, and entrepreneurship so I would say outdoor recreation is more something that we could really get the town behind. That's my opinion, but everyone else gets to chime.

David: Christine, what were you pitching to the hotel people?

Chair Christine Turner: Brian and Len Waggoner have been talking about a hotel for 8 years and I got tired of listening to them talk about it. They weren't gonna do it so somebody had to. We have a unique opportunity on the Economic Development Committee that we get to talk to a lot of people who are trying to make Scappoose better and I knew if I could get all of those people at the same table at the same time and with a hotel developer that we could create that emotional connection; they would see that we do have a future. Our future is OMIC; without



SCAPPOOSE
Oregon

OMIC, we're just a little town for family events. But with OMIC, we have potential and that's exactly what happened.

Patty: I think there's a unique opportunity in this committee and in this community around the collaboration of the Training Center and R&D. I don't think that collaboration with small business and industry happens very often in towns. I feel like the innovation piece is something that really could be looked at from the unique collaborations that are happening in the community. Rand is working really hard at working with small manufacturers in the community to look at different ways to build their businesses and look at different ways that we can help train new employees so I would vote for innovation.

Chair Christine Turner: How do you do a two-sided coin?

Paul: The point of this was to get people thinking, to get a discussion going, to start narrowing our focus a bit. It's not a big blue ocean because we're not gonna be a Bavarian village. And then from there, if we're going to pull these off, we need to look at what it would take to commit to it, what the cost would be to commit to it, and how much sense it makes for the town. Because if it doesn't and we just say we're the innovation center because we have OMIC and that's all we have, it's gonna fall flat on its face. We can't do it at this table here; the idea was to get our discussion going and to talk about it and then to work with staff about what they feel and then we could easily do another next steps. I don't wanna lead the witness too far here. I think a lot of this is for people to think about it a bit and then to think about where we're going and what you know.

Vice Chair Brian Rosenthal: For me, I think that a big part of our community is the sense of family and this community is really geared around family. I do agree that OMIC is our future. I don't know if it's possible, but I'd like to incorporate outdoor activities, family today, and looking to the future for our growth in technology and innovation into our brand. I 100% agree with your point that we can't just start blurting out stuff we can't substantiate but I think there could be an aspirational element to this as well as recognizing our strengths today so that people are looking at our community and thinking this is a good place to have a family, which by the way also ties into the idea that this is a good place to have a business. If we could do that, that's what I'd like to do. I'm not saying I have all the answers but that seems to be a good direction, at least from my point of view.

Paul: Family could be the core value that runs through it because it would be tough to have just family stand on its own but if it's our core value that ran through it, then whatever we say or do can be around that.

Vice Chair Brian Rosenthal: I want to thank you for this by the way; this has been a very good exercise.

NJ: Just to take the pressure off of this individual meeting, we're not asking you all to decide Scappoose's brand and future today. Zooming out a little bit, what we're looking to do is get feedback from the Economic Development Committee, City staff, and City Council. We're then going to put together an RFP to go out and get a branding consultant. When we get a consultant, the Economic Development Committee is going to be the main stakeholder group that we have meetings with and go through this branding process. What we're trying to get a sense of here today, from a staff perspective, is what kinds of things are gonna go into the RFP



SCAPPOOSE
Oregon

when we go out and get a consultant - like what kinds of things are we asking them to do and produce.

Chair Christine Turner: My question is - and you're not gonna like it - why do we need a consultant? Like, it's branding. Why do we need a consultant? Just curious.

NJ: Branding can be pretty complicated and the idea being that you want you want someone who is an objective third party who doesn't already have preconceived ideas of what Scappoose is and what it should be. That way you get someone who's really really invested in involving the entire community in this process. That's the idea behind getting a consultant.

Karl: Would a consultant go in and investigate our community and tell us what they think the brand should be?

NJ: Nope, it's all feedback based. This brings up one of the questions I have as someone who's gonna be putting this together is what community groups do we wanna make sure are involved in this process? Economic Development Committee will be the top but there are other folks that will wanna involve as well.

David: Is there already money set aside for a consultant?

NJ: Right now a Council goal is to put together an RFP and so that's what funding has been allocated for. But soon enough, I presume it will be bright now it's not a funded goal.

Isaac: One of the other things that we reason we need a consultant and to go out for an RFP is because the value of this particular work reaches the threshold of what's requiring us to run an RFP. If a local branding person was to apply, that's fine but we do have to go through the public process because of the dollar amount that this will incur.

Vice Chair Brian Rosenthal: How much are we talking about?

Isaac: It's enough that it triggers an RFP; I don't know an exact dollar amount. Again, like NJ said, it's not a funded goal yet; we are still going through budgeting. But with these things, we have some pretty strict requirements. So we're not preventing people who are local from being involved or not local but because of the dollar values, because of the process time, it's gonna be really difficult to go through a transparent, robust process without incurring cost. And so when we're looking at those things, we do have to go through an RFP process. We have to do that, we have to develop a scope of work, and we're not necessarily branding professionals. We're hoping to get good overview of what City Council wants, what you think should go into this RFP so when we go into it, we're all on the same page about what we're gonna get.

Vice Chair Brian Rosenthal: I've been in a variety of committees, both Scappoose and other places in the county, and my previous professional things. I personally do not really enjoy consultants. I think that they serve a purpose when they have technical knowledge that we don't have but if this is going to be an expensive exercise, what I would like to see is the City of Scappoose through various committees - not just ours - take this as far as we can. And once we get it down to the point that we have a really good idea of what we want - because this is what the City of Scappoose wants, not what a consultant wants who's giving us boilerplate stuff from Portland - I think at that point that's when we bring in a consultant to package it up and finish it off for us. But I think that to spend a lot of the City's money on something like this before we've



done the legwork to get it to the point where it can be handed off in a concise package. Because I've been on several committees and we'll see pictures of things that don't exist.

Chair Christine Turner: Right, like our 50-Year Plan.

Vice Chair Brian Rosenthal: Let's not go there. Like when I was on our Urban Renewal Committee, they showed us a building on one of our vacant lots and I looked at and knew the lot and said "You can't put that building there." And their response was "Yeah, but wouldn't it be great if you could?" They bring us stuff that they've used elsewhere. I think Paul seems to have a fair bit of expertise and I'm sure there's other people in the City like Parks Committee and other committees. I would personally would like to see us as a City take this as far as we can before we start handing it off to consultants to start handing us boilerplate.

Chair Christine Turner: Yeah, I think that we have an advantage of having Paul and I do understand the objectivity of an outside consultant. But I also think that we live and breathe Scappoose every day and we know our community, as we live in it, so why wouldn't we take it as far as we can before spending City resources?

NJ: That can be a recommendation that you all make to City Council but right now, the City Council goal is to have staff write an RFP to go get a consultant for this process.

Isaac: So staff has been directed to do this by Council.

David: I'd like to make a motion that we table all discussions for this until our next meeting has been had and also on the Facebook page or in some other way elicit some sort of feedback from the community as to what our brand should be. It's just like naming a puppy. You know you're gonna get 1,000 different people throwing out names or ideas and one of them may be a really good idea. But anyway, it's going to elicit communicate community involvement in any way and it might trigger something. Right now, we're kind of talking in a vacuum.

Chair Christine Turner: I think that's the idea of the exercise, was the vacuum.

Isaac: There's one issue with that, which is that we've already scheduled meetings with staff and Council to move forward on this and we do have a timeline given to us by Council to move so we as staff can't stop the process; it would have to be recommendation to Council.

Vice Chair Brian Rosenthal: Do you wanna scrap the first one?

David: Yes, let's scrap the first one since apparently there's a calendar that we don't know about. So my second motion is to be presented with something in writing, showing what's going on so that we know what we're being asked to weigh in on in advance and not have the tail wagging the dog.

NJ: Point of clarification: Are there specific questions that staff can answer?

Chair Christine Turner: Cost.

David: Yes, the cost for the RFP, the timeline that's already been decided on, goals of the City Council to date regarding this. Anything else that you'd like to throw in there?



Vice Chair Brian Rosenthal: Maybe it's a separate request. I would actually ask that Council table the RFP as a request from our Committee until such a time that stuff can get sorted out. It seems like such a long-term goal and vision does need to be rushed.

Chair Christine Turner: Great. We've gone 100 years without it; we'll be fine for a few more months.

David: I second that motion.

Chair Christine Turner: So it's a collective motion between David and Brian.

NJ: Let's do these one at a time.

Vice Chair Brian Rosenthal: Yeah, keep it clean.

Chair Christine Turner: So we have a list of requests from David for additional information from Council. I need a second on David's motion.

Vice Chair Brian Rosenthal: I second.

Paul: I have some comments on this before we vote, if that's alright.

Chair Christine Turner: Yeah, go ahead.

Paul: I've been through many of these things. We're a small town and a tight community. If we throw this out as a Facebook comment, could be incredibly dangerous. Blue ocean is incredibly scary. The idea with this was to start looking at what is actually fits our town, what we think from an economic development point of view would be advantageous, and that could be accomplished without spending exorbitant funds.

Chair Christine Turner: That we don't have.

Paul: Right and the next steps would be picking a few of these things and then workshopping what we think it would take to say we're an innovation center or to say that we're outdoor or whatever. Pull that into the visioning of the 50-Year Plan; does this make sense for us? Does it make sense that we have a very mediocre target for the parks level of service and that we are afraid to target mediocre? That we instead say we are going to target better than mediocre, which means that we are going to look at trail systems and whatever in our future will affect the Parks Plan, which will then affect our open spaces, which will then affect the 50-Year Plan, which will affect where our urban growth boundary expands. So instead of sitting back and seeing what someone tells us. We have all these things already going at once. Then when we get to that point where it makes sense for us to go innovation route or it makes sense to us to go outdoor, then we can bring in the citizens. We can show them what we have and see what they think. We found out at the City meeting that people are fine with spending a little more money because they want a better park system, so we would roll that into a branding package. And it wouldn't be so shocking that we're an outdoor community because the attendees of the Annual Town Meeting voted to put more money towards parks. So then we bring in the citizens, then we can bring in a consultant. We can talk about how we can package this thing together, doing it the opposite way I feel...

Chair Christine Turner: Is dangerous.



NJ: Chair, could I make a point of clarification? My understanding was that David's motion was more contained to the Economic Development Committee and just getting information from staff back to you before we move forward with this about cost, timeline, and the City Council's goals. I thought he redacted the motion about the Facebook survey.

Isaac: I'll be honest, we can't use Facebook that way. That kind of direction's gonna have to come from the city manager. We have social media policies that prohibit that. However, there are things we can look at but that was conceived to be part of this branding process whereas what we were trying to elicit today was things for the scope of work. And personally, I'm not sure if Paul was making a recommendation or not, but it sounded like a very different path than what anybody else in envisioned at this point.

David: I think we're saying that we should put the brakes on and Paul is kind of giving a more erudite definition of why we should or reasoning why we should and I would agree. My motion was to wait and the response was that we can't because we've already decided to do something.

Vice Chair Brian Rosenthal: My motion was to slow this process down and then Paul talked about a path to get there in greater detail. So maybe the best thing for us to do withdraw our motions and then we start fresh with the new motion so that it's clean. So I will withdraw my motion.

David: I withdraw my motion.

Vice Chair Brian Rosenthal: Okay, so now we can start fresh. Paul, would you like to make a motion? No? I'll make a motion that Council put a pause on the RFP until such a time that there's been more opportunity for our committee and other groups to talk about this so that there is more information of what we want with a clear path, reducing the City's expenses and getting a better product.

Chair Christine Turner: Is there a second?

Paul: I second.

Chair Christine Turner: Any discussion? So we are voting on making a request to Council to slow it down.

Vice Chair Brian Rosenthal: To cancel the RFP for now or-

David: How about if we do a finite thing, so give us two meetings?

Vice Chair Brian Rosenthal: It's not just us though. There are other groups that need to weigh in on this.

Karl: NJ, is there an actual date already scheduled for this RFP?

NJ: No.

Chair Christine Turner: We do have three Council members in our in our group right now.

Vice Chair Brian Rosenthal: They can't discuss it.



Isaac: They can't discuss it. We can bring up the recommendations to Council in two weeks. They can discuss it then but we have been directed.

Chair Christine Turner: Honestly, I don't know that we necessarily need a motion because we're at the end of Paul's presentation and we're not gonna meet for a month. We could just say we'd like to pause RFP until we have more community involvement, including from other committees.

Vice Chair Brian Rosenthal: Yeah.

Karl: Do we actually have an official ask from the Council for a recommendation here or is this just us talking about it?

Chair Christine Turner: We are an extension of Council and branding is one of our goals and a Council goal. So we do footwork, we make recommendations to Council, they ultimately make the decision.

Isaac: As a clarification point, what happened was Council at their goal setting asked staff to look at branding and rebranding. It's up to the city manager to determine when directed how to do that. And we thought that the first part of that was doing an RFP because of where we're going. Second part was we really don't know about branding and we've known that EDC's been interested so our thoughts were to collaborate with EDC, Council, and staff to consider where the scope might go because that would drive the brand process where we would have these big conversations. So that's kind of why we're here, as a genesis.

Chair Christine Turner: Thank you, Isaac. Okay, so we have to vote on the motion to pause RFP.

NJ: What community involvement would you like to see take place and on what?

Vice Chair Brian Rosenthal: I think there's some steps we need to take and it's not just us that I'm thinking. I'm thinking Parks Committee, schools, sports, all sorts of groups should have a chance to do something with this, at least a preliminary footwork because you're gonna set an RFP up, which is going to give the scope of work and cost. I don't know how you have enough information to do that at this point.

NJ: That's sort of what we're trying to do here is to get started on building a scope of work.

David: You have a branding expert and all of us don't know. It's really nebulous and so throwing someone who doesn't really care but is gonna get certain amount of money to create something. Yeah, they'll create something. But is it gonna be good? Probably not.

Chair Christine Turner: I think they're gonna consult with us anyway. I think just using our expertise as citizens - using Parks' expertise as citizens, using Planning Commission, using other community groups to let everybody weigh in.

NJ: To brand or to build an RFP to brand?

Chair Christine Turner: To brand and if you guys don't like what we do, then hire somebody else. It's complicated but it's not rocket science.

NJ: It also involves capacity too, which is another reason you hire a consultant.



Chair Christine Turner: But it's money that we don't necessarily need to spend, and I think that's what we're saying.

NJ: So are you recommending that Council drop this as a Council goal?

Chair Christine Turner: No, I think that it's definitely a Council goal.

NJ: For the RFP?

Chair Christine Turner: The RFP part, I think we should pause.

NJ: That that's the goal, though. There is no branding project goal for Council right now.

Isaac: The goal was to develop the RFP specifically.

Jeff: Fiscal year or calendar year?

NJ: Fiscal year.

Isaac: It is a goal as stated for the coming fiscal year, we were doing pre work to get ahead of the game because we knew that there was a lot of parties interested. Council already adopted the goals and we had some capacity to start some pre work.

Karl: I don't think that there's any urgency; there's no schedule for the RFP so I don't know that we need to do anything but talk about it and think about it more.

Jeff: The funds aren't even gonna be there till July.

Chair Christine Turner: No, we have to have permission from Council to continue to talk about it.

Isaac: You just have to make a recommendation to slow down.

Vice Chair Brian Rosenthal: So the recommendation is not to issue the RFP?

Chair Christine Turner: Correct. That's our thing.

Vice Chair Brian Rosenthal: And we're not gonna put a timeline on it because we don't know how long. We're requesting that Council pause the RFP until further notice.

Chair Christine Turner: That's Brian's motion. Do I have a second?

David: I second.

Chair Christine Turner: Do we have any more discussion? All those in favor, state by saying aye.

The Committee unanimously approved the motion.

Chair Christine Turner: Opposed? Abstaining?

No oppositions or abstentions.

2.5 Community Video Project Film Shots

Chair Christine Turner: Can we push this to our May meeting? We still have updates and it's already 1:19.



NJ: You could.

Paul: This outside company is basically using us as a commercial entity so they can sell ads. Why are we so quick to get this done when we're undergoing a branding exercise? If we say we're going to become a Bavarian village and then this video has nothing to do with being a Bavarian village, I believe we have to have it on there for a certain amount of time. It's the tail wagging the dog. We know that branding thing is coming. This is an outside entity that is going to sell commercial space; that is what they do. They sell the space and then use us as a hosting site. Why are we rushing this when we are going to be rebranding?

Isaac: We talked about this with CGI and they would be willing to redo portions of this that wouldn't fit in a few years. It's been 7-9 years since we last did this and for many reasons, the video doesn't speak to Scappoose the way it once did so we're sensitive to that.

Chair Christine Turner: Okay. Out of respect for our community partners, I'd still like to move this to the May meeting.

NJ: Fair enough.

2.6 Updates

- Columbia Economic Team - Wela
 - May 17th and 18th we'll have a meet and greet in St. Helens. This will be an exercise led by Travel Oregon's Destination Development. We'll be inviting participants from each of the cities. The workshop will be on May 18th and is tentatively set to be at the Clatskanie Cultural Center.
- City Council - Andrew
 - Excited about working relationship between Council and EDC.
 - We value the information and expertise that comes with EDC's recommendations.
- Columbia County - Casey
 - John Gumm Courthouse broke ground this week.
 - I spoke at the Governor's Conference on Tourism.
 - Broke ground on playground installations at Hudson Park and the latest Crown Z Trailhead.
 - We'll be receiving a national recreational trail certificate from the National Parks Service.
 - Interpretive signage project is moving along.
 - Please vote yes on 5290 (the Sheriff's levy).
- OMIC R&D - Josh
 - Thank you to those who attended the ribbon cutting.
 - We have a lot of new capital acquisitions for that facility.
 - We have 5 or 6 open positions, one of them being director of marketing.
- PCC OMIC - Patty & Rand
 - Thursday is our career fair.
 - Working on a summer internship program available to high school juniors and seniors in Columbia County.
 - We're introducing a discover manufacturing course.
 - We're finally opening our fab lab on May 12th.



- We hosted tours with Advanced Manufacturing Research Center. They were very impressed with us.
- Columbia River PUD - Heidi
 - Michael Sykes and Branden Staehely met with transmission personnel to discuss transmission capacity issues we have on our corridor. They were very surprised at how much industrial land we have and want to set up a meeting to add capacity.
- Scappoose Library - Jeff
 - Earth Day Event on Saturday April 22, 2023 at 7:30 am, Heritage Park
 - Starting GIS classes with Portland State University.
 - Hiring a summer intern who is going to be a high school junior or senior.
 - Still looking for 5 more people to participate in the OHSU walking study.
- City of Scappoose - NJ
 - The Urban Renewal Agency and Economic Development Committee met this Monday to set the course of the Urban Renewal Grant Program to primarily focus on exterior beautification. Specific criteria will be voted on in their August 7, 2023 meeting.

3. ANNOUNCEMENTS AND NEXT MEETINGS

- Announcements
 - Earth Day Event on Saturday April 22, 2023 at 7:30 am, Heritage Park
- Next meetings
 - May 18, 2023 at 12:00 pm
 - Chair Christine Turner: Because of the Destination Development workshop on May 18th, I'm looking for a motion to move our EDC meeting to May 11, 2023 at 12:00 pm.
 - Vice Chair Brian Rosenthal: I move to change our next meeting to May 11, 2023 at 12:00 pm.
 - David: I second.
 - *The motion passed unanimously. The next meeting will now be May 11, 2023 at 12:00 pm.*
 - June 15, 2023 at 12:00 pm
 - July 20, 2023 at 12:00 pm

4. Meeting Adjourned at 1:38 pm.

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email njohnson@cityofscappoose.org. The EDC conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938.